**Контрольное задание**

**вариант 2**

**TEXT 1**

**Задание 1. Письменный перевод текста**

**microeconomics**

Since Keynes, economic theory has been of two kinds: macroeconomics (study of the determinants of national income) and traditional microeconomics, which approaches the economy as if it were made up only of business firms and households (ignoring governments, banks, charities, trade unions, and all other economic institutions) interacting in two kinds of markets – product markets and those for productive services, or factor markets. Households appear as buyers in product markets and as sellers in factor markets, where they offer human labour, machines, and land for sale or hire. Firms appear as sellers in product markets and as buyers in factor markets. In each type of market, price is determined by the interaction of demand and supply; the task of microeconomic theory is to say something meaningful about the forces that shape demand and supply.

Each household is endowed with definite “tastes” that can be expressed in a series of “[utility functions](https://www.britannica.com/topic/utility-measure).” A utility function (an equation similar to the production function) shows that the pleasure or satisfaction households derive from consumption will depend on the products they purchase and on how they consume these products. Utility functions provide a general description of the household’s preferences between all the paired [alternatives](https://www.merriam-webster.com/dictionary/alternatives) it might confront. Here, too, it is necessary to assume that households seek to maximize satisfaction and that they will distribute their given incomes among available consumer goods in a way that derives the largest possible “utility” from consumption. Their incomes, however, remain to be determined.

In economic theory, the production function contributes to the calculation of [supply curves](https://www.britannica.com/topic/supply-curve) (graphic representations of the relationship between product price and quantity that a seller is willing and able to supply) for firms in product markets and [demand curves](https://www.britannica.com/topic/demand-curve) (graphic representations of the relationship between product price and the quantity of the product demanded) for firms in factor markets. Similarly, the utility function contributes to the calculation of demand curves for households in product markets and the supply curves for households in factor markets. All of these demand and supply curves express the quantities demanded and supplied as a function of prices not because price alone determines economic behaviour but because the purpose is to arrive at a theory of price determination. Much of microeconomic theory is devoted to showing how various production and utility functions, coupled with certain assumptions about behaviour, lead to demand and supply curves such as those depicted in the figure.

**TEXT 2**

**Задание 2. Устный пересказ текста (на родном или английском языке)**

**supply and demand**

In economics, *supply* is the amount of something that firms, consumers, labourers, providers of financial assets, or other economic agents are willing to provide to the marketplace.

In the goods market, supply is the amount of a product per unit of time that producers are willing to sell at various given prices when all other factors are held constant. In the labor market, the supply of labor is the amount of time per week, month, or year that individuals are willing to spend working, as a function of the wage rate.

*Demand* is the quantity of a commodity or a service that people are willing or able to buy at a certain price, per unit of time.

***Different types of goods demand***

**Negative demand:** If the market response to a product is negative, it shows that people are not aware of the features of the service and the benefits offered. Under such circumstances, the marketing unit of a service firm has to understand the psyche of the potential buyers and find out the prime reason for the rejection of the service.

**No demand**: If people are unaware, have insufficient information about a service or due to the consumer's indifference this type of a demand situation could occur. The marketing unit of the firm should focus on promotional campaigns and communicating reasons for potential customers to use the firm's services.

**Latent demand:** Latent demand is a phenomenon of any economy at any given time, it should be looked upon as a business opportunity by service firms and they should orient themselves to identify and exploit such opportunities at the right time. For example, a passenger traveling in an ordinary bus dreams of traveling in a luxury bus. Therefore, latent demand is nothing but the gap between desirability and availability.

**Seasonal demand:** Some services do not have an all year round demand, they might be required only at a certain period of time. For example, the need for Christmas cards comes around once a year. Or the, seasonal fruits in a country.

**TEXT 3**

**Задание 3. Устный пересказ текста (строго на английском языке)**

**Stonehenge**

Stonehenge is a prehistoric stone circle monument, cemetery, and archaeological site located on Salisbury Plain, about 8 miles (13 km) north of Salisbury, Wiltshire, England. It was built in six stages between 3000 and 1520 BCE, during the transition from the Neolithic Period (New Stone Age) to the Bronze Age. As a prehistoric stone circle, it is unique because of its artificially shaped sarsen stones (blocks of Cenozoic silcrete), arranged in post-and-lintel formation, and because of the remote origin of its smaller bluestones (igneous and other rocks) from 100–150 miles (160–240 km) away, in South Wales. The name of the monument probably derives from the Saxon stan-hengen, meaning “stone hanging” or “gallows.” Along with more than 350 nearby monuments and henges (ancient earthworks consisting of a circular bank and ditch), Stonehenge was designated a UNESCO World Heritage site in 1986.

*Speculation and Excavation*

Stonehenge has long been the subject of historical speculation, and ideas about the meaning and significance of the structure continued to develop in the 21st century. English antiquarian John Aubrey in the 17th century and his compatriot archaeologist William Stukeley in the 18th century both believed the structure to be a Druid temple. This idea has been rejected by more-recent scholars, however, as Stonehenge is now understood to have predated by some 2,000 years the Druids recorded by Julius Caesar.

In 1963 American astronomer Gerald Hawkins proposed that Stonehenge had been constructed as a “computer” to predict lunar and solar eclipses; other scientists also attributed astronomical capabilities to the monument. Most of these speculations, too, have been rejected by experts. In 1973 English archaeologist Colin Renfrew hypothesized that Stonehenge was the centre of a confederation of Bronze Age chiefdoms. Other archaeologists, however, have since come to view this part of Salisbury Plain as a point of intersection between adjacent prehistoric territories, serving as a seasonal gathering place during the 4th and 3rd millennia BCE for groups living in the lowlands to the east and west. In 1998 Malagasy archaeologist Ramilisonina proposed that Stonehenge was built as a monument to the ancestral dead, the permanence of its stones representing the eternal afterlife.

In 2008 British archaeologists Tim Darvill and Geoffrey Wainwright suggested – on the basis of the Amesbury Archer, an Early Bronze Age skeleton with a knee injury, excavated 3 miles (5 km) from Stonehenge – that Stonehenge was used in prehistory as a place of healing. However, analysis of human remains from around and within the monument shows no difference from other parts of Britain in terms of the population’s health.

**Задание 4. Беседа по устной теме «My research»**